

MARLBORO UNLIMITED

SPECIAL GEAR OFFER

Designed with you in mind, the Marlboro Leather Daypack and Marlboro Braided Belt are the latest additions to the Marlboro Unlimited Gear collection. Both feature the quality, durability and workmanship millions of smokers have come to expect from our Gear.



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Light: Kings Men, 10 mg "tar," 0.7 mg nicotine; Kings Box & Soft & 100's 10 mg "tar," 0.8 mg nicotine—Medium: Kings Soft 11 mg "tar," 0.9 mg nicotine; Kings Box 12 mg "tar," 0.9 mg nicotine; 100's 13 mg "tar," 1.0 mg nicotine—Full Flavor: Men, Box 15 mg "tar," 1.0 mg nicotine; 100's Soft 15 mg "tar," 1.1 mg nicotine; Regular & 100's Box & Men, Soft 16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

THE MARLBORO BRAIDED BELT

A classic design that goes with anything and looks right everywhere. Silver-tone buckle and tip. Top-grain leather with alligator embossed pattern; 1" wide, for comfort and good looks. The Braided Belt sizes are: S/M is 38" long for a maximum waist size of 33", L/XL is 41" long for a maximum waist of 36". Specify size when ordering.

295 MILES

THE MARLBORO LEATHER DAYPACK

Strong enough to take what you need and small enough to wear all day. Made of full-grain, nappa leather for a rich, supple feel, this special bag features a zippered back for easy access, a fully-lined interior, an inside pocket, a full-width zippered outside pocket and a leather drawstring closure up top.

350 MILES

HOW TO GET THE GEAR.

Collect Marlboro Unlimited Miles on specially marked Marlboro packs to get your Marlboro Leather Daypack or Marlboro Braided Belt. Each pack proof is worth 5 miles. For example, to get the Marlboro Braided Belt, you'd need 295 miles, which equals 59 pack proofs. (You can use up to 300 Marlboro Country Store Miles towards your Marlboro Unlimited Gear Order.)

WHEN YOU'VE COLLECTED ENOUGH MILES TO GET THE MARLBORO LEATHER DAYPACK OR MARLBORO BRAIDED BELT, COMPLETE THESE 4 STEPS.

Please follow these instructions or your order will be delayed.

- 1 Fill out all information on the order form below. All orders must be received by October 31, 1996. Limit 2 of each item per person.
- 2 Print any address changes clearly. You must include your signature and birth date for your order to be processed.
- 3 Prepare a check or money order payable to Marlboro Unlimited for shipping and handling. See chart to calculate the proper amount. DO NOT SEND CASH.
- 4 To order, complete the order form, include your Marlboro Unlimited Miles and a check or money order for shipping and handling. Send to: Marlboro Special Offer, JAF Station, P.O. Box 2587, New York, NY 10072-2587.

Your order may take 2-3 weeks to reach us. Gear will be shipped to you within 10-14 weeks of receiving your complete qualified order. Be sure to check with the post office to ensure you have the proper postage on your order envelope. Postage may vary. We recommend the use of a padded envelope for your gear order. Limited to smokers 21 years of age or older. Not responsible for lost, late, misdirected, mutilated or postage-due mail. No photocopies accepted. Orders not transferable. Offer good only in U.S.A. Items may be shipped separately. Offer void to employees of Philip Morris and its advertising agencies. No group or organizational orders or requests will be honored. We reserve the right to substitute items of equal or greater value. If you have any questions about this special offer or your order, please call 1-800-MARLBORO (1-800-627-5267). No phone orders accepted.

MARLBORO UNLIMITED SPECIAL GEAR ORDER FORM

9999999999999999
Sample 5, Samples
123 Any Street
Anytown, US 00000



Use the lines below to print address corrections only.

Name _____
Address _____
City _____ State _____ ZIP _____
Phone Number _____
E-mail _____

Please fill out the correct information for your order. Include the proper amount of Marlboro Unlimited Miles for the item(s) you order. Limit 2 of each item per person. The Braided Belt sizes are: S/M is 38" long for a maximum waist size of 33", L/XL is 41" long for a maximum waist size of 36".

MARLBORO UNLIMITED GEAR	ITEM#	QTY	5 MILES = TOTAL MILES
THE MARLBORO LEATHER DAYPACK	129	1	645
THE MARLBORO BRAIDED BELT S/M	113	1	290
THE MARLBORO BRAIDED BELT L/XL	121	1	295
TOTAL MILES			144014

SHIPPING & HANDLING CHART			
Total # of Miles	0-400	401-800	801-1,500
	\$5.00	\$10.00	\$15.00
	\$5.00	\$10.00	\$15.00

40¢ OFF 2 PACKS OF ANY STYLE MARLBORO

Consumer: Limit - one coupon per purchase. Not to be transferred, sold or reproduced. No cashback accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 3¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted to manufacturer agent. Invalid showing purchase of sufficient stock to cover all coupons used to obtain cash reward. Void where prohibited, taxed or restricted. Cash value .12¢. Redem. by mailing to: Philip Morris U.S.A., CMS Dept. #2587, 1 Fawcett Drive, Secaucus, NJ 07094.

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MANUFACTURER'S COUPON EXPIRES 1/30/97



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\$3 OFF A CARTON OF ANY STYLE MARLBORO

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